

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

-----312232Z 006327 /64

R 310959Z MAY 77

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 2697

UNCLAS BANGKOK 11792

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: WTDR/FTI

REF: USDOC 8444

1. THAILAND
 2. CNTRY CODE: 549
 3. SER.NO: 006900
 4. SEAT CO., LTD.
 - 4A. CODE: K
 5. 1175 NEW ROAD
 6. BANGKOK, THILAND
 - 7 ESTABL: 1972
 8. EMPL: 24
 9. SIZE (20-X) MEDIUM
 10. REPUTATION: (22-X) GOOD
 11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL
 12. RPT. DATE: 05/77
 - 13A. 39495/35 IMP. DIST. OF WATER SPORTS AND OTHER ATHLETIC GOODS
 - 13B. 30790/35 IMP. DIST. OF REINFORCED PLASTIC MATERIALS
 - 13C. 35191/35 IMP. DIST. OF INTERNAL COMBUSTION ENGINES
 - 13D. 35630/35 IMP. DIST. OF AIR COMPRESSORS
 - 13E. 37320/9 BOAT BUILDING AND REPAIRING
 14. CONTACT: PAIRAT BENCHARIT TITLE: MANAGING DIRECTOR
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15. CABLE: SEAT

16 TELEX: N/A

17 TEL: 234-1905

18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK.

19. TRADE REFS: INTERNATIONAL MERCURY OUTBOARDS LTD. FOND DU
LAC, WISCOSIN 54935; AUTOTRAC EQUIPMENT CO. INC., 225 N.
MEADOW STREET, METAIRIE, LOUISIANA 70003; U.S. DIVERS CO.,

3323 WEST WARNER AVE., SANTA ANA, CALIF. 92704.

20. AGENCY REP:INT'L MERCURY OUTBOARDS LTD., FOND DU LAC, WISCONSIN 54935, OUTBOARDS AND INBOARDS ENGINES, ACQ: 1968; AUTOTRAC EQUIPMENT CO., INC., METAIRIE, LOUISIANA 7003, GLASTRON BOATS, ACQ: 1968; U.S. DIVERS CO., SANTA ANA, CALIF. 92704, DIVING EQUIPMENT; ACQ: 1966; LA SPIROTECHNIQUE, LEVALLOIS, PARIS, FRANCE, DIVING EQUIPMENT; ACQ: 1966; BAUER COMPRESSOR, WOLFRATSHAUSER, MUNICH, W. GERMANY, AIR COMPRESSORS, ACQ: 1967; SCOTT BADER CO., WOLLASTON WELLINGBOROUGH, NORTHAMPTONSHIRE, U.K., REINFORCED PLASTIC PRODUCTS, ACQ: 1968.

21. SEAT COMPANY WAS INCORPORATED IN 1972 WITH AN AUTHORIZED CAPITAL OF US\$50,000 TO TAKE OVER THE IMPORT ACTIVITIES OF THE SOUTH EAST ASIA TRADING CO. (SIAM) LTD. WHICH WAS FOUNDED IN 1946. SEAT COMPANY'S CAPITALIZATION WAS LATER INCREASED TO \$250,000. IT IMPORTS AND DISTRIBUTES OUTBOARD MOTORS AND WATER SPORTS PRODUCTS. EIGHTY PERCENT OF ITS IMPORTS ARE FROM THE U.S. AND THE REMAINING FROM W. GERMANY, ITALY, FRANCE AND ENGLAND. ITS OFFICE OCCUPIES A LEASED 3-STORY BUILDING OF ABOUT 336 SQ. METERS INCLUDING A DISPLAY ROOM OF 120 SQ. METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. SUBJECT FIRM IS CLOSELY ASSOCIATED WITH THE FOLLOWING FIRMS: SOUTH EAST ASIA TRADING CO., LTD. (AN EXPORTER OF RICE AND AGRICULTURAL PRODUCTS); SEAT PATTAYA CO., LTD. (A BOAT BUILDER AND REPAIRER AND RENTER OF WATER SPORTS EQUIPMENT); AND NAKORNCHAI SRI RICE MILL CO., LTD. SUBJECT FIRM EMPLOYES 24 PEOPLE INCLUDING 4 SALESMEN AND ITS SALES VOLUME IN 1976 WAS REPORTED TO BE US\$700,000. MR. PARIRAT BENCHARIT, MANAGING DIRECTOR, GRADUATED FROM CAMBRIDGE UNIVERSITY IN UNCLASSIFIED

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BUSINESS ADMINISTRATION, IS A FORMER PRESIDENT OF THE WATER SPORT ASSOCIATION IN PATTAYA, AND IS ONE OF THE MEMBERS OF THE PATTAYA RESORT DEVELOPMENT COMMITTEE. SUBJECT FIRM ENJOYS GOOD REPUTATION IN LOCAL BUSINESS AND BANKING CIRCLES. LOCAL BANK REPORTS FAVORABLY ON SEAT CO., STATING THAT IT IS A GOOD CUSTOMER AND CREDIT FACILITIES HAVE BEEN EXTENDED WITH SATISFACTORY RESULTS. SEAT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHI/SOMSAK APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
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Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 31-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO11792
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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ISecure: 1
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Line Count: 108
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Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2454530
Secure: OPEN
Status: NATIVE
Subject: WTD/FTI
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/2be9cc8f-c288-dd11-92da-001cc4696bcc
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